

APRIL 1974
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CANADIAN HOME ECONOMICS JOURNAL



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CANADIAN HOME ECONOMICS ASSOCIATION

- Notes from Ghana
- Man, the Adaptor in the Home Economics Curriculum
- Metric Conversion

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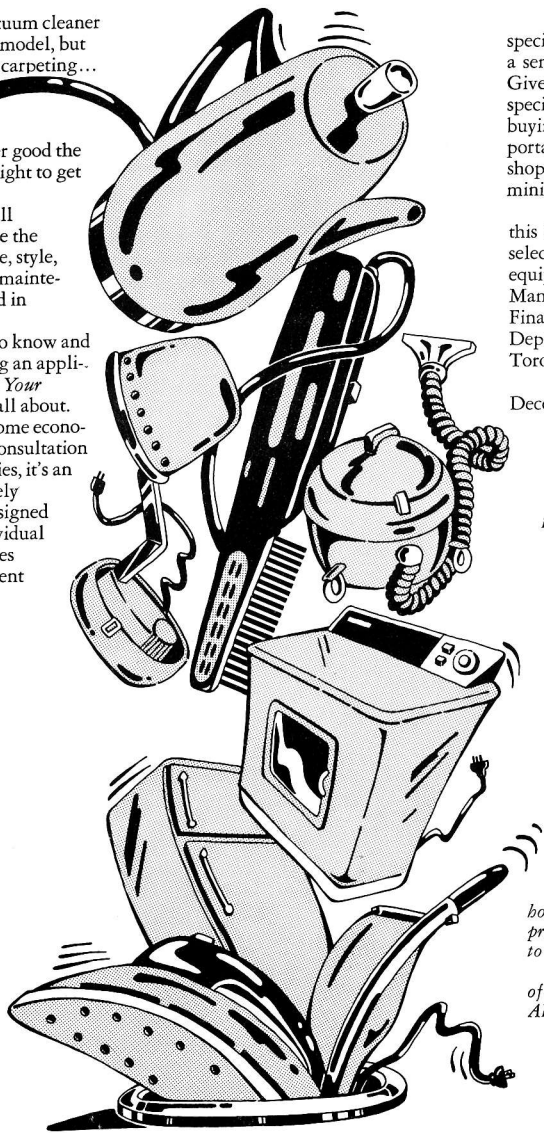
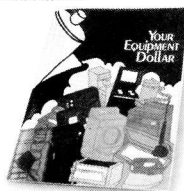
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GATEWAYS 74 I'HORIZON

We are fast approaching another Convention. This one is to be in Vancouver, B.C. July 7 - 11, 1974. Pictured here are the Convention Co-chairmen along with the head of each major committee. These people have active groups working with them to make this a vital convention. The issues to be reviewed reflect current concerns. Come and make your contribution.

Discussion at the Annual General Meeting will focus on new directions for the Canadian Home Economics Association. Help plan the future of our professional organization. Let us explore additional gateways together.



Winifred J. Bracher, President.



Lillian Radman, Co-Chairman



Phyllis Dennett, Co-Chairman



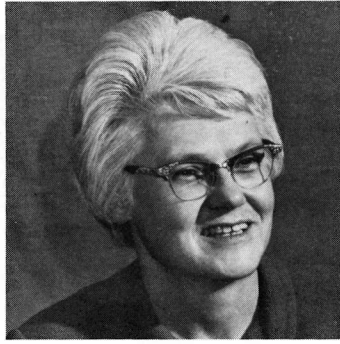
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Notes from Ghana

by
Margaret S. McCready
Former Head, Home Science Department
Faculty of Agriculture, University of Ghana
Legon, Accra, Ghana

After a short period of orientation to life in the tropics given in July, 1969, by our sponsor, the Canadian International Development Agency (C.I.D.A.), I found myself in Ghana. Ghana is the West African country known before its independence in 1957 as the Gold Coast. It is a small part of the huge continent of Africa. A look at the map confirms one in the realization that this great land mass made up of fifty-four countries is four to five times the area of the United States. Much time and money would be required to see the whole of it.

One learns to plan ahead for any trip in Africa as visas must be obtained in advance to enter most of the many countries. Travelling by car is generally slow due to road conditions and may vary with the dry and rainy seasons. Good river routes are not easily available and plane service does not cover each country equally well. Yet there is definite progress toward better state bus transport in Ghana, government catering houses, and some extension of the air service. Ghana is striving to provide facilities for the tourist trade which could bring in much foreign currency.

There are many different cultures and languages in the three main geo-

graphical areas of Ghana — coastal, forest, and savannah. Fortunately for Canadians, English is the second language spoken and taught in the schools. However, older village people have not been to school and so cannot speak English. Among African states, Ghana has done a better than average job in providing schooling for its children (66% primary school). A very small percentage (less than one percent) continue to the university level. University is free to those who qualify. There is a need to cultivate and emphasize Ghana's own native languages of which there are over fifty; five main ones are Twi, Ewe, Ga, Fante, Hausa. Young children are taught up to grade three in their native language, a regulation which is considered important for the development of personality and self-worth in the young.

The 1970 Ghana census has indicated a rapid, in fact, excessive population growth, (2.8% yearly increase) particularly in the city areas. There are five main cities. In the total population of just over nine million people (seven million population in Ontario five times larger than Ghana), there is a great increase in the younger age groups. About 45 percent of the population is under fifteen years of age. As seven or



The living room area in Fidua, the experimental village house on campus, with Mrs. Margaret Ripley of Ottawa, and students.

more children (on the average) are born to each married woman, there was need for the late Busia government to adopt a family planning policy. This was done. A military coup took over the government in mid-January 1972, but it is reported that work and schooling and probably family planning go on much as before. There are, however, more restrictions in the purchasing of many goods. Also, a serious attempt is being made to control the considerable rise in prices which occurred after a sudden devaluation of the cedi (their dollar). An important textile and design industry and the furniture trade have been growing since such foreign items are not being imported to any extent now.

Livelihoods

The visitor to the north, east, and west of the capital city, Accra, finds great variety in the countryside. On small holdings, located usually at some distance from the village, different crops are grown. The basic, starchy, staple foods are cassava, yams, cocoyams,

white corn, some rice, and plantain. They are prepared mostly by boiling, pounding (fufu), and fermentation (kenkey). Towards the north more millet, sorghum or guinea-corn are grown and used. Important protein value is added by mixtures of beans, cowpeas, groundnuts (peanuts), oilseeds such as melon, coconuts, cotton, seeds from many seed pods, spinach leaves, cassava and cocoyam plants and many other greens, mostly mucilaginous. Although more and more sugar is being grown and processed in Ghana most of it is still imported. Good distribution of perishable products for areas distant from the small farms is difficult because of transport and road conditions.

Vegetables used regularly, and mostly in stews and soups, are onions, tomatoes, red and green peppers (both sweet and hot), garden eggs, and okro. The cultivated fruits are many: banana, all citrous fruits, pineapple, mango, pawpaw, avocado, soursop, custard apple and ackee. Some wild fruits such as baobab, shea, and desert date are gath-

ered from bushes and trees. Fruits are generally eaten as snacks during the day rather than with meals. Sugar cane stalks cut and peeled may be served at the end of a meal. They are chewed to release the refreshing sweet juice.

The foods of animal origin are mainly from cattle, goats, sheep (with hair, not wool), pigs, bushmeat of many kinds, poultry and bushfowl, snails, fish (fresh, dried, salted, and frozen) and other fresh water and sea foods. These foods are all expensive, eggs particularly so, and are used in small quantity only. Until sufficient coarse grains are grown for food the animal products will be expensive.

The many trees and shrubs are valuable sources of income: cocoa and some coffee (for export), palm (for oil and wine), and great numbers of useful hardwoods (used in furniture and in building, and for export). Cotton is used widely, but insufficient is grown, a large amount being imported from the United States. It is interesting that cocoa is practically unused as a drink by Ghanaians although they are developing a taste for chocolate bars and candies some of which are made locally now, probably from cocoa imported from Europe.

In addition to farming, lumbering, and mining for gold and some diamonds, important livelihoods are cattle grazing and fishing. Fishing is being developed in the rivers and in the ocean with recent international aid. The cattle herders in the north are bringing some of their wandering herds in to the government meat packing plants so that meats can be preserved and made more widely available for use in place of the imported varieties.

Homes and Climate

There are varied types of villages,

each with distinctive houses. Mud walls and walls of plaited palm leaves are common and many rectangular houses have tin or corrugated iron roofs. Houses are often built around a common compound. Farther to the north small round mud houses have thatched pointed roofs, and have few or no windows, just a doorway. They are commonly in compact groups, sometimes behind mud walls. Much of the living is outdoors, including meal preparation. Only in the larger towns and cities are western style houses, with kitchens, built and used. Home Science students interviewed village housewives as to their preferences in cooking and food storage facilities. This project, undertaken as research in Home Science, was part of a wider enquiry into home living needs.

In the rainy season of south and central Ghana, April through June, damage from downpours may be done to houses, compounds, and roadways. The experimental village house, Fidua, on University of Ghana campus, is built of dried blocks constructed of a tested combination of cement with local laterite soil. Such a mixture would greatly extend the life of the average house in Ghanaian villages where two-thirds of the population still live.

From December to March during the dry season fine red soil dust settles as the Harmattan winds blowing southward from the Sahara bring hot days and cooler nights. In this tropical land, 4 to 5 degrees north of the equator at the coast, daily temperatures commonly range between 75 degrees and 85 degrees Fahrenheit. This is not excessive, but the humidity is very high.

Living Accommodations and Routine

Certain tropical diseases affect newcomers differently despite the immunization programmes to which they have

been subjected. One should learn early that it is unwise to overwork and become overtired in the hot, humid climate. It is necessary to drink more liquids and to arrange a short rest period at noon to help one over a long day of work. Fortunately, breezes blow frequently and one learns to adjust louvers in windows or doors to catch the movement of air. Ceiling fans help in this. So that a good night's rest is assured, air conditioning is often installed in the sleeping quarters by the expatriate householder.

Medical care is available in the local university hospital clinic. Students, helpers, and staff make liberal use of this. In fact, Ghanians have a special problem of intermittent bouts of malaria as they cannot use anti-malarial medication from birth. When fever strikes they require several days of intensive treatment to lower the parasite level in their blood. Also, it is claimed that twenty percent of the population is affected by sickle cell anemia. A few of our students had this genetic trait and required special medication and a high nutritional state to avoid the crises of extreme pain in the joints and chill. In infant life these

young people had survived the weaning period, a time when many Ghanaian children still suffer from Kwashiokor, protein deficiency malnutrition, on breast feeding being discontinued. Maternal and infant mortality is a continuing problem particularly in northern Ghana. One is constantly aware that the tropics provide the ideal climate for the growth of bacteria, fungi, parasites, and worms. It behooves expatriates to take care of their health, sanitation, and diet; boiling and filtering water for drinking is one basic precaution to be practised, and to be taught in the village extension methods course.

The flats and bungalows furnished by the university for the teaching staff are spacious and airy with much screening. The bungalows are set in nicely landscaped areas with brilliant flowers or shrubs in abundance. In the rear of these buildings a series of rooms with washroom facilities is located for the housing of stewards with or without their families. The cook-stewards consider a forty cedis wage per month from a single woman employer sufficient for their services. One is very dependent on the good faith and good habits of these helpers and is fortunate indeed if the steward is literate and bilingual and can follow written directions or recipes and record his shopping. Householders pay their stewards and perhaps also, a house-boy, a part-time gardener and washerman; they are responsible also for electric and water charges.

One tends to waken with daybreak at 5:45 or 6:00 a.m. and possibly listen to a B.B.C. short-wave news programme (everything is shortwave in Ghana); a Canadian news packet followed this. The household needs and lists of food to be purchased are considered with the steward and requisitions for repairs to



Mrs. Joanna Nsarkoh with student assistant, studying composition of some Ghanaian foods.

be made written in triplicate. Work in the office begins at 8:00 a.m., some lectures at 7:30 a.m. It often happens that office workers arrive late because university transport breaks down. Car repairs are of critical importance and may have to be attended to in the city of Accra, ten or more miles away. There the stores' usual closing at 12:00 or 12:30 until 2:00 p.m. is a great inconvenience. Before one realizes it, darkness falls between 6:00 and 6:30 p.m. often without one have had some exercise, walking or sport, in the cool of the later afternoon. Actually many meetings are arranged at these hours.

Students and Staff

Who are the students in Home Science, Faculty of Agriculture, at the University of Ghana? Although the university celebrated its twenty-first birthday in 1971, the Home Science programme was established only in 1966. The first class had eight students, five of whom graduated in 1969 with the B.Sc. degree. In general, the students are the more privileged young women who have been supported by parents or guardians through six or more years of secondary boarding school to gain entrance to free university education. Fee paying and a system of loans were attempted in the 1971-72 university session but the plan was abandoned through the National Redemption Council (N.R.C.) which ousted the Busia government in January 1972. Free university education is again available to those applicants who have been successful in passing three A level examinations plus a General Paper controlled by the West African Examination Board. In preparation for this examination students spend the equivalent of two years beyond our junior matriculation level. For Home Science students, science and

mathematics are recommended subjects for the A level studies. Recruiting for the new Home Science programme suffers from competition with young women who are seeking education in medicine and pure science. Also, the high science content of the three-year degree programme of studies deters some students from registering. Students in the programme have requested a fourth year in which they could concentrate on a chosen field for specialization. There have been twenty-three degree graduates from the three-year programme between 1969 and 1972. Changes in entrance requirements and some choice in programmes followed have been negotiated recently.

A two-year Diploma programme has been offered since 1969. Its purpose is to help prepare young women for a technical level of expertise in Home Science. The ten graduates to date have the opportunity to show their practical ability in extension work with the Ministries of Agriculture in Ghana and Tanzania. Four students came from Tanzania to study in Ghana. These graduates, before undertaking the university diploma training, had passed the equivalent of "O" level examinations (junior matriculation) followed by two or three years of field experience working with village people in rural areas. They should be of great help to the experienced degree graduate in planning and executing development projects requested by communities. Doubtless, many more technical helpers are required at the local level.

All of the students contributed greatly to staff and student understanding of Ghanaian home life, particularly in the classes and seminars on home management and family studies. In these discussions we learned, for example, that one student came from a family of

thirty-eight children and several mothers. In another family of ten children the mother had requested the father to take another wife who would ease the burden on the first wife. Some problems of jealousy and striving for father's support in polygamous families were admitted. One student expressed her great interest in learning more of African tribal customs and practices than she had ever been aware of in her own family group. Certainly students and staff in Home Science were exploring the cultural differences for an understanding of Ghanaian family life.

Sixty percent of the degree course time is covered by university teachers in the sciences, social sciences and the arts, and forty percent is covered by the Home Science staff. The latter make the application of the sciences and social sciences in home living in the areas of Foods and Nutrition, Child Development and Family Relations, Home Management, Housing and Design, Clothing and Textiles, and Extension Methods and Research.

Gradually as Ghanaian Home Science graduates gain experience and undertake advanced studies both abroad and in Ghana, they will fill the positions in the Home Science Department and in the community: agencies committed to education, agriculture, social welfare, public health, business and commerce. Four graduates were studying at the University of Guelph, College of Family and Consumer Studies, during 1971-73; one undergraduate is also there working towards her degree. One graduate is at Cornell University in housing studies and another in the same field at the University of Science and Technology, Kumasi, Ghana. Some of these graduates are supported by C.I.D.A., which now sponsors a twinning arrangement between the Universities of Guelph and

Ghana.

Professional Contacts

There is outstanding co-operation with the Ghana Home Science Association, a group of over two hundred and fifty members mostly in the teaching and teacher training profession. Very few of the recent University of Ghana home science graduates have so far entered formal home science teaching.

The Home Science Department of the university and the Ghana Home Science Association co-operated over the past six years in an early April Home Science conference held over a long week-end. In April 1971, the conference theme was family life education. Over two hundred delegates representing several professional groups and some students attended the panels, lectures, and study groups organized for the event. The trends in family living were discussed and analyzed. There is no doubt that many professional workers, including those teaching Home Science classes, are encountering an awareness in students of the many new choices and decisions having to be made as they survey the home life of yesterday and today and consider what they would like it to be tomorrow. The conference brought home to delegates how much need there was for more information on involvement with parents and their problems in child rearing and in their understanding and guidance of today's adolescent. The latter group spoke up very clearly in a panel discussion on what family life education could mean to them.

The proceedings of these six conferences have been printed in small booklets. The 1971 conference papers have been published in a special issue on family life education in the new magazine, *The Home Scientist*, (Volume 1, number 2). The young profession needs

continuing help to enable it to inform the public of the scope of its work.

In 1972 the Ghanaian home scientists took their conference to a regional centre, Ho, capital of the Volta region. This was done to accommodate groups who had been unable to attend earlier conferences. The theme adopted was that of the Twelfth Congress of the International Federation of Home Economics which met in Helsinki, Finland, July, 1972: *Home Science, A Vital Force in Community Development*. The meetings emphasized the great contribution which home science education could make to the nation's economy and the improvement of home living. Two Ghanaian home scientists represented Ghana at the Helsinki Congress in July, 1972.

Summary

A few years spent in an educational

programme in a developing country open up many avenues for thought as to where the Home Science programme could be most helpful. Through insights gained in knowing Ghanaians in many walks of life, my conviction has been re-enforced concerning the very basic contribution Home Science makes, involving as it does multidisciplinary studies, both practical and theoretical. One sees that many problems confronting human societies, particularly in regard to the changing status and roles of women, are common to us all. As I re-read the Nigerian writer, Chinua Achebe's novel, *Things Fall Apart*, telling of the tragedy which befell an African man and those close to him whose tribal life, and beliefs were challenged by fast-changing modern society, I was more aware than ever of the persistent demands on Home Science to help solve the problems facing us at home as well as abroad.



Mrs. Nabilla Williams with student observers hearing an explanation by nursery school children of their 'pretending' cooking!

Man, the Adaptor in the Home Economics Curriculum

by G. Boxen, Research Associate and M. Krondl, Associate Professor
Faculty of Food Sciences University of Toronto

It is 70 years since the Household Science programme was established at the University of Toronto. Today the original Household Science programme has grown to embrace a number of recognized fields, among them Nutrition, Food Chemistry and Home Economics. Modern teaching in the field of Home Economics must view the worldwide forces acting on the availability of basic survival needs and not remain narrowly focused on their consumption within the family. Current crises in various parts of the globe have reverberating effects around the world. The pinch is felt even in Canada in spite of its abundant supplies of food, raw materials and energy as the prices of today's integrated market draw these commodities away. Not realizing the overall interrelationship, consumers demand actions to stop rising prices. Instead, they should be seeking ways to adapt to the ongoing situation and to face the consequences of shrinking resources. Reasoning and creativity could be applied to manage the environment, as well as to adapt to its limitations. Management of the near environment has been and is the philosophy of Home Economics teaching. Rapidly increasing changes within the environment influence educational philosophies in Home Economics more than in other disciplines. The basic needs of man radiate and eventually trigger the changes in fields further detached from man's fundamental existence. Thus the type and degree of adaptation of man affects future events. From the conception of teaching where focus was on the home as a productive unit, with the increasing affluence of society we have witnessed a change in the curriculum towards consumerism. At that time the distinction of five areas arose as follows:

1. Food and Nutrition
2. Clothing and Textiles
3. Housing and Community Development
4. Family and Child Studies
5. Management and Consumer Studies

This set-up is too rigid when adaptability is the prime interest. While outwardly the same fields and same facts are to be included, the basic philosophy will require revision. With the unchanged goal in mind, *to provide for the maintenance and improvement of man's well-being in his total community and environment*, a problem-solving approach is suggested. This approach would be reflected in

teaching and research with emphasis on the basic needs of man, food, clothing, shelter. The new areas suggested are as follows:

1. Tools to implement goals
2. Knowledge of the needs of the individual
3. Factors influencing needs and adaptive behaviour of the individual

By tools we mean techniques which are grouped and described in Figure 1. Two types of problems must be considered: the limitation of current resources; and the unmet needs and stresses of the individual's present and future, and his ability to adapt to them.

The problem-solving approach would begin with assessment of the individual's state of well-being, his changing needs, the factors influencing his needs, and the physical, personnel and technological resources available. The second step would be to deal with the problems through planning and organization, and education and communication. These processes would be used to modify the environment; to conserve and manage resources; and to help the individual to cope. Implementation of goals and evaluation of results would then follow. Research would be needed for future planning and continual adaptation.

Needs of the Individual

In considering man's needs it must be realized that man has an inner and outer environment ranging from the physical world, to the social and family culture, and to his physical and emotional state. All of these create and provide needs. In Figure 2 the provision of needs on different environmental levels is shown. From the physical world man obtains his basic satisfaction in terms of food, shelter, and clothing. Social institutions, economic, political, and family are the instruments for their provision. These institutions also provide for emotional needs of recognition, companionship, security, and love. Although the individual has specific physiological and emotional needs, he is dependent on himself for a sense of self-satisfaction and on his physiological condition to utilize the resources.

The factors which influence man's needs and the forces which help him to adapt to a changing environment are given in Figure 3. Availability of resources which provide food, shelter, and clothing are first determined by the physical environment. Channelling of energy is next influenced by management through planning and policies controlling production, and conservation and use of resources. Finally, distribution through the market place and through health and welfare programmes affect short-term availability.

To utilize a resource or often just to recognize a need is greatly influenced by social institutions. They are responsible for informing the individual about specific requirements; for showing him how to translate nutrient needs into available resources of foods which supply these requirements; and for helping him find new uses for all other resources in his environment. Awareness of need and how to meet it is achieved through education and communication.

Utilization of resources is also influenced by society, i.e. the values of society must allow for the acceptance of a style or item before society will use it or even make it available.

The final goal of Home Economics teaching is to achieve adaptability on the

individual level. The individual has to accept the existing resources and learn to use them efficiently and effectively. Even broad education may not answer his individual needs which may differ because of preference, or physiological condition. The attempt to improve man's adaptability to his environment along these lines is one of the prime concerns of the Home Economics programme.

Responsibility—Outreach

Graduates of such a programme must be educated in all the areas discussed so that they can help consumers control the many forces which eventually touch or strike them. These graduates should also be able to work as part of a team with professionals, executives, and businessmen on planning, production, and economic levels related to available resources.

The authors are not suggesting a major revision of the subject matter but in the philosophy of teaching unique to Home Economics. The professional Home Economist cannot be educated by a conglomeration of unrelated courses in the traditional five areas, but only in a unified programme in which the major themes of food, clothing, and shelter are woven together.

1. Assessment of	a) well-being b) changing needs c) changing factors influencing needs d) resources available — physical, personnel, technological e) unmet needs, future stresses f) ability to cope psychologically with environment
2. Planning and organization to	a) form goals b) modify environment c) manage and develop new resources
3. Implementation of goals by	a) administration of programmes b) distribution of resources
4. Education and communication	a) to help the individual to adapt
5. Evaluation of results to determine	a) whether goals have been met b) whether needs have changed
6. Research on basic and applied levels to	a) further define needs, problems, goals b) develop better means of meeting goals.

Figure 1. Tools needed in the implementation of goals

Level Provided	What is Provided
Physical world	Food Shelter Clothing
Social institutions (including the family)	Provide and create physical and emotional needs
Individual	Physiological and emotional needs

Figure 2. Resource needs of the individual

Level of Operation	Factor	Directive Forces Affecting the Factor
Physical environment — the provider	Availability of — energy — food, shelter, clothing	Planning and policy-making Production Distribution
Society, the provider	Awareness of — what is needed — what is available — how to adapt i.e. how to use resources, how to adjust to a new environment	Education Communication
Society, the utilizer	Utilization of above knowledge in societal terms	Current values and norms
Individual, the utilizer	Utilization of — above knowledge in individual terms — available resources	Physiological and psychological needs

Figure 3. Factors influencing needs and behaviour.

METRIC CONVERSION

*Prepared by
Isabelle Morrison*

By now the fact that Canada plans to adopt the metric measurement system will be of utmost interest to all home economists.

The White paper on metric conversion in Canada was presented January 1970 to Parliament where it received unanimous endorsement. In order to make the change in a manner that would best suit the Canadian economy, the Metric Commission was established in June 1971. Canadian Home Economics Association is one of over 200 national associations invited to form a metric conversion committee to investigate the impact of metric conversion on our activities.

The structure of the Commission includes 10 steering committees. Each of these is responsible for coordinating a group of economic sectors of related interests. As working groups within the steering committee there are sector groups, each responsible for a particular industry, group of industries or interests. Our Association is a member of Steering Committee No. 9 Sector 5 designated as Consumers, Home Economics and Retail Trade.

Why the change to metric? About 90% of the world's population is using a metric system. There are obvious advantages in all countries using a universal system. Add to this the ease of calculation as the metric system is based on the powers of ten. The form of the metric

system Canada will use is identified as the International System of units of SI.

The only major country not yet officially committed to the metric measurement is the United States. It is in their Congress for consideration. This has naturally had influence on some segments of the Canadian economy where it may be felt Canada could not change until the United States acted.

The Canadian Commission however has proceeded and established a four phase programme for its activities. This is now underway and target dates for each phase have been presented.

- 1) Investigation — complete in 1974
- 2) Planning — extend through 1974 and 1975
- 3) Scheduling — to be completed by 1976
- 4) Implementation — start in volume in 1975, to reach its peak in 1977-78, and be largely completed by 1980.

The last issue of this Journal presented the role proposed by the CHEA metric committee. In review the action is directed towards a three prong programme — research, member information and consumer education.

As the base to our involvement in this project, we might begin by acquainting ourselves with:

Terminology: *metric conversion* is the term recommended by the commission rather than the coined word *metrication*

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The only major country not yet officially committed to the metric measurement is the United States. It is in their Congress for consideration. This has naturally had influence on some segments of the Canadian economy where it may be felt Canada could not change until the United States acted.

The Canadian Commission however has proceeded and established a four phase programme for its activities. This is now underway and target dates for each phase have been presented.

- 1) Investigation — complete in 1974
- 2) Planning — extend through 1974 and 1975
- 3) Scheduling — to be completed by 1976
- 4) Implementation — start in volume in 1975, to reach its peak in 1977-78, and be largely completed by 1980.

The last issue of this Journal presented the role proposed by the CHEA metric committee. In review the action is directed towards a three prong programme — research, member information and consumer education.

As the base to our involvement in this project, we might begin by acquainting ourselves with:

Terminology: *metric conversion* is the term recommended by the commission rather than the coined word *metrication*

as used in some countries.

Basic units: some of the ones that apply to our area

	metric unit	symbol
length	metre	m
mass	kilogram	kg
energy	joule	J
volume	cubic metre	m ³
	or litre	l
temperature	degree Celsius	°C

While the last two are not in the SI system, they are permissible and will be used.

Correct spelling, proper symbols and how units are to be written are most important. "An Outline for Canadian Usage" has been prepared by CSA and is available from:

Canadian Standards Association,
178 Rexdale Boulevard,
Rexdale, Ontario
M9W 1R3

A 10¢ charge per copy on orders of more than 10.

Initially in changing over it is natural to convert to the equivalent in the metric system. In most cases the result is an awkward number. You have probably noticed that many commodities on the drug and supermarket shelves first had ounces with the exact millilitres or grams, but now many sizes have been adjusted to a new standard expressed in metric units and the ounces are now in decimals, if they appear. One advantage of the metric system is the elimination of terms such as ounces which could refer either to volume or weight.

Gradually the standards used by home economists will be converted. As these occur we will bring them to your attention. Basic to many areas is the liquid measuring cup. The standard measuring cup up until now has been

based on 8 ounces (fluid), available as one, two or four cup measures. Now the litre will become the unit and we will learn to work with liquids in ml. Since 1000 ml can be conveniently divided into four 250 ml lots, we will be able to use similar measures. Fortunately the difference between the 8 ounces of 237 ml cup and the new 250 ml unit is slight. In fact with the $\pm 5\%$ tolerance on household measuring cups, the situation can exist whereby the difference in the markings is minimal. Measuring cups marked in both systems will soon be making their appearance on the Canadian market.

Metric workshops will be an excellent way to get acquainted. Such a workshop is scheduled for the CHEA Convention in Vancouver in July. Do plan to participate.

In the meantime if you have questions, comments or contributions to this project, please let our metric committee know.

Think Metric:

Chairman:

Miss Wendy Sanford
Corning Glass Works of Canada
Limited, Toronto

Miss Stephanie Blackstone
Health Protection Branch, Toronto

Miss Sally Henry
Maple Leaf Mills Limited, Toronto

Mrs. Kay Hodgins,
Consumer and Corporate Affairs,
Toronto

Mrs. M. Humphries
Seneca College, Toronto

Miss Isabel Morrison
Ministry of Education, London

Mrs. Eva Hergovich
The Consumers' Gas Company,
Toronto

Alberta Representative:

Mrs. Mary McIntyre, Calgary

Resource Material — Metric Conversion

Each issue will carry a list of selected resources on metric conversion. As a beginning, here is a list of references of general interest. The list will become more specific as the time for metric conversion grows closer and more materials become generally available.

Reference materials

American Home Economics Association *Handbook of Food Preparation*. AHEA, 2010 Massachusetts Avenue, N.W., Washington, D.C. 20036, 1971.

This handy reference book contains Metric Conversion Charts which you may find useful.

Canadian Consumer and Corporate Affairs, *Metrication: A Guide for Consumers*, Consumer Research Report No. 2, 1973, Department of Consumer and Corporate Affairs, Box 99, Ottawa.

This little booklet provides information to consumers about the impact of metric conversion in

every day life.

Canadian Standards Association. *The International System of Units (SI) An Outline of Canadian Usage*. Canadian Standards Association, Public Relations Section, 178 Rexdale Boulevard, Rexdale, Ontario M9W 1R3

Single copies available free. A four page leaflet on units, symbols, prefixes and rules of use.

Legget, Robert F. *Standards in Canada*, Economic Council and Science Council of Canada, 1970. Available from Information Canada.

This well written and easy to read book provides a wealth of information on the development of standards and their important role in our social, economic and scientific life.

Metric Commission, 320 Queen Street, Ottawa K1A 0H5

Metrics and Measurement, A reprint of two articles from November/December 1972 and January/February 1973 issues of the Canadian Consumer. Good background reading.

Metric Commission. An overview of the Composition and function of the metric commission. Contains a useful bibliography of materials from Canada and other countries.

Think Metric: Pensez Metrique. A visual.

College of Home Economics

UNIVERSITY OF SASKATCHEWAN—SASKATOON CAMPUS

Academic Position Available July 1st, 1974.

Assistant Professor in Consumer Studies

- QUALIFICATIONS — Master's degree in Home Economics majoring in Consumer Studies and Management; related experience desirable.
- ACADEMIC RANK AND SALARY. — Assistant Professor. Salary commensurate with education and experience, \$12,000 and upward.
- RESPONSIBILITIES — To teach undergraduate classes in Consumer Studies covering selected areas of Home Management, Finance and Equipment. Ability to conduct experimental work.

The University of Saskatchewan, Saskatoon Campus, has an enrollment of approximately 10,000. The enrollment in the College of Home Economics is in the vicinity of 250 undergraduate students. The College was established in 1928 and moved into a new building in 1966. The four year program includes five areas of specialization as well as the General Course. These specializations include: Clothing and Textiles; Dietetics and Nutrition; Food Science; Home Management; Housing and Design.

Please address enquiries and applications to:

Dr. Helen C. Abell, Dean,
College of Home Economics,
University of Saskatchewan,
Saskatoon, Saskatchewan.

GATEWAY '74 — L'HORIZON

Canadian Home Economics Association Biennial Convention

July 7 - 11th, 1974

Our *WEST COAST* convention in '74 is taking place in a time of change, challenge and opportunity. Our profession stands at the Gateway. The choice is ours — to be limited by the past or to grow.

HIGHLIGHTS of the programme are —

•*Sunday, July 7* — a Western Buffet, 6-9:00 p.m. Something new has been added to this convention — Make Vancouver a part of your family vacation — for the *FIRST* time there will be a men's programme.

•*Monday, July 8* — This day is planned to let us take a good look at our world. The emphasis is on our environment. There will be addresses, debates and discussion. The exhibits will open at 5:00 p.m. and the evening will include a "New Ideas Dinner" — a carnival and a steel band.

•*Tuesday, July 9* — This day is to give us a chance to make professional commitment and to become aware of trends, techniques and discoveries in our profession. AND there will be a **SPECIAL EVENT** — a salmon barbeque and logging show, in the evening.

•*Wednesday, July 10* — The main theme for this day is Communications. The afternoon session will be on metrication. In the evening you will have a choice of seeing Vancouver from Grouse Mountain or from a harbour launch — or by walking!

•*Thursday July 11* — **ANNUAL MEETING** — and another something **NEW** — In the afternoon a presentation of original research papers — the Annual banquet will close the convention.

SEE YOU IN VANCOUVER!!!!

Post-convention workshop on —

Nutrition Education

School of Home Economics

U.B.C. Vancouver, B.C. V6T 1W5.

July 15, 16, 17, 1974.

Co-ordinator Dr. Nancy Schwartz.

Alberta Home Economics Association— Annual Convention, Calgary, April 18, 19, '74

The A.H.E.A. '74 conference to be held in the Palliser Hotel, Calgary, has as its theme "Communic-Action". The programme will "focus on current issues in the profession and on subject areas aimed at developing the home economists' expertise." The opening address is "Home Economics — Where are We Going" Topics for groups discussions are —

1. Action for Obesity
2. Going Metric
3. Appearance and Communication
4. Swinging Seventies

Interesting speakers, group leaders, and panel members have been invited to take part — Convention '74 "offers home economists a dynamic programme, one which facilitates Communication with each other and one which challenges the home economists to action.

DISTINGUISHED INTERNATIONAL LECTURES ON NUTRITION

General Foods Ltd. is sponsoring a series of Distinguished International Lectures on Nutrition and presenting these in co-operation with four Canadian Universities.

On February 5, Dorothy Hollingsworth, director general of The British Nutrition Foundation spoke to a large audience at The University of Toronto on the topic "Nutritional Problems in an Affluent Society." She praised the recent national survey carried out by the federal Department of National Health and Welfare and noted that obesity is a major problem in Canada. Our choice is to increase energy expenditure or cut our energy intake. She pointed out that in modern living it is difficult to have sufficient exercise but easy to eat energy rich foods. Modern evidence suggests an obese baby is likely to grow into an obese child, an obese adolescent and an obese adult. As it is difficult to reduce, the important thing, therefore, is not to start.

Her suggestions — "Experience foods widely; indulge appetite temperately. Eat a little of everything and not too much of one thing. Conclude a meal feeling you could eat more. Do not take more than you can consume. Don't prepare more food than should be consumed."

Her summary of advice to Canadians:

- An increase in consumption of fruits and vegetables;
- an increase in consumption of bread (especially wholegrain);
- a little change in the consumption of milk, cheese and meat (but avoidance of their fat);
- increased consumption of fish;
- reduced consumption of fats and oils

(except, perhaps, those rich in linoleic acid);

- reduced consumption of sugar and sugar-containing foods and alcoholic drinks.

On February 11, Dr. Myron Winick, at the University of British Columbia spoke on "Nutrition and Mental Development." Dr. Winick is R. R. Williams Professor of Nutrition, Professor of Pediatrics and Director, Institute of Human Nutrition, Columbia University, College of Physicians and Surgeons, New York City.

Dr. Winick spoke of the enormous rate of the increase in world population, and that most of the children will be exposed to under nutrition during their most formative years. Malnutrition is a major contributing cause of death in many children — Infectious disease such as measles may be fatal in the undernourished child.

Another aspect of the problem is that there is mounting evidence that the child who survives a period of severe malnutrition may be seriously handicapped — in physical and mental development.

Dr. Winick said "that data derived from animal experiments, and reinforced by available evidence from human studies, suggests there is a critical period of brain growth in early infancy when the brain is extremely vulnerable to the effects of malnutrition. Malnutrition at this period, can interfere with the normal sequence of cellular chemical and functional growth of the brain. The damage can be permanent."

From News Release General Foods, Ltd.

CHEA NATIONAL OFFICE

May we remind C.H.E.A. members that 1974-75 fees are due MAY 1st.

Fees notices will be mailed in April and in order to bring our files up to date, please complete the information requested on the folder.

Fees

Active and Associate	\$25.00
Retired Members*	10.00
1974 Graduates from Canadian Universities	12.50
Graduate Students**	fees may be waived

**Retired Members* — An active member who has retired from active practice in Home Economics for reasons of health or age and who has paid fees for a total of 20 years may apply to the Executive for membership as a retired member. (Applications from National office).

***Graduate Students* — Membership fees for graduate students who are members of C.H.E.A. may be waived for a maximum of three years. (Applications from National office).

Directories

C.H.E.A. Membership Director 1973	
Members for non-commercial use	5.00
Commercial purposes	100.00
HEIB Roster 1973	25.00

C.H.E. Journal

Due to circumstances beyond our control some new 1973-74 members did

not receive the July and October 1973 issues of the Journal. If you missed yours, please contact the National office. We will do our best to provide the copies you didn't receive.

Anyone spring cleaning, and discarding old copies of the Journal, please send them to the National office.

Thank you.

J.B.

CIRCLE THESE DATES

July 3 - 5, 1974 — CHEA Pre-convention Workshop — Family Dynamics — Victoria, B.C.

July 7 - 12, 1974 — CHEA Convention — Gateway '74 — L'Horizon — Vancouver, B.C.

1976 — International Federation of Home Economists Congress — Ottawa. July 19 - 23.

April 21 - 24, 1974 — Canadian Food-service, Hospitality and Educational Exposition — Canadian Restaurant Association, C.N.E. Park, Toronto.

Editor's Error

The Abstracts in the January 1974 Journal were credited to the University of B.C. Our apologies but the staff of the Department of Home Economics, University of Prince Edward Island did prepare these abstracts. Again, sorry.

MEMBERSHIP

NOW is the time to renew your membership and recruit new members. These next two years will see a change in focus for CHEA as our professional organization. In order that all facets of our profession be represented a substantial increase in membership is essential. *ACT NOW* so that CHEA will be the strong national voice of our profession!

What's New

By Marjorie Elwood

Chicken Fixin's

Reckitt & Colman have come up with the logical answer to preparing an easy skillet chicken dish — French's Chicken Fixin's. There are two varieties, 1) This is for a chicken noodle dinner and consists of delicate egg noodles and a tasty vegetable sauce. To this you add 2 lbs. browned chicken pieces. This dish is reminiscent of the creamed chicken of grandmother's day; 2) This is for an Italian chicken dinner and is a combination of fusilli macaroni and a zesty vegetable sauce. You also add 2 lbs. browned chicken to this mixture. It has a true Italian flavour and will be enjoyed by most everyone. Both of these packaged mixes for skillet dinners are available nationally and retail for about 59 cents.

View of Both Sides

In response to a consumer group suggestion that they would like to see both top and bottom sides of prepackaged meats, Miracle Food Marts has introduced a "super-vue" tray. These trays offer not only greater visibility and freshness protection but also help with the pollution problem because the trays are made of natural fibre and are biodegradable. So they have been given high ecology rating. These trays allow customers to see all of the top and sides of the packaged meat and the lattice-type base exposes at least 83 per cent of the bottom of each cut (without fogging or misting). They keep the meat fresher for a longer period of time because they are porous and designed to allow cold air to circulate freely around the meat. Tests on the "super-vue" trays are being made in Miracle Food Marts in London, Windsor, Sarnia and Cambridge stores. Our own Helen Gagen is the Consumer Advisor for Miracle Food Marts and can be reached in Toronto at 416-481-4438.

Six Plus Two

Added to the six delicious dinners already on the market, Betty Crocker Kitchens have added two new ones — Hamburger Helper Lasagna Dinner and Hamburger Helper Shortcut Spaghetti Dinner. The former includes lasagna macaroni and an Italian style tomato sauce. The second (exclusively Canadian) has shortcut spaghetti and a seasoned tomato and Parmesan cheese sauce. Each dinner with its "1 package — 1 pan — 1 pound ground beef" has a family appeal. They are available nationally at a suggested price of 59¢.

Adventure Dinners

Libbyland Adventure Dinners, now boast new contents and packaging in a second phase of the product improvement program which is a way of life at

Libby, McNeil & Libby. Libbyland Safari Supper now features two chicken cutlets, Alpha-Getti and more French Fries as well as the corn in butter sauce and chocolate pudding. Libbyland Sundown Supper now has two beef steak-ettes and beans in tomato sauce, corn, more fries and chocolate pudding. The Pirate Supper has a larger hot dog, spaghetti and meat balls, corn, more fries and pudding. All of these dinners are in distribution in all provinces except Saskatchewan and the Maritimes. They range in price from 79¢.

Newburg & Hawaiian

These are two new varieties of the Fry Pan Dinners produced by Libby, McNeil & Libby of Canada, Limited. The Fry Pan Hawaiian consists of a pouch of seasoning, a packet of long grain rice, and a can of delicious sweet-and-sour sauce with chunky pineapple. All the cook adds is a pound of ground beef. The Fry Pan Newburg has a pouch of seasonings, a packet of egg noodles and a can of vegetables in cream sauce. The cook adds only a 7½ oz. can of tuna. This makes four of these add-the-meat packaged dinners that Libby's have on the market today. Their popularity is growing fast. Their price range is 89¢.

Pizza-Getti

A Libby spaghetti in a pizza flavoured tomato sauce, designed especially for children between the ages of 8 and 11. Even the labels on the cans were selected by youngsters themselves. Pizza-Getti is in nation wide distribution and retails for 29¢.

Mix and Topping

Like their "Tuna Helper", Betty Crocker has produced a "Fruit Helper" that helps change canned fruit into a creamy crunchy dessert in just 90 seconds. There are four different delicious flavours — vanilla, lemon, coconut and strawberry which can be combined with the canned fruit of your choice. In taste-testing these "Fruit Helpers", we especially liked the puddings resulting from using the vanilla one with crushed pineapple, and the strawberry one with cherries. They might be described as having a texture of soft gelatine with a real crunchy topping. In national distribution since January, each 6 oz. package retails for about 55 cents.

A Taste Sensation

Cheez Willikers from General Mills are all they claim — a taste sensation, and a perfect snack for special entertaining. They are shaped like rounded potato sticks, and are a blend of Canadian Cheddar and premium Gouda that is delightful. Canadian Cheddar Cheese Snack is the generic name for this new product which is sold in 5 oz. packages at about 53 cents. I recommend them highly.

Disposable Aprons

"Laundered aprons cost as much as 40 cents each, while our disposable aprons are half that price" — a quote from the assistant product director of the

Chicopee Manufacturing Co. that makes disposable aprons for institutional use. Made of Miracloth and with strong neck straps and waist ties, these white kitchen aprons are available through restaurant and paper supply houses. For further information contact: Marina Sturdza, J. Walter Thompson Company, Limited, Floor "D", Place Bonaventure, Montreal 114, Quebec.

Dual Measurements

"Dual system measures are now being phased into our production line" — this is information given to me by Wendy Sanford, Manager, Home Economics Department of Corning. Along with this message came a dual measuring cup marked 1.0 litre/32 oz. For anyone concerned about the two being equal, Wendy stated that there was a 5% plus or minus tolerance allowed for the household measures. There will be three sizes available. 4 cup/1000 ml (1.0 litre) \$1.59; 2 cup/500 ml \$1.19 and 1 cup/250 ml .79¢. Because of the scarcity of manufacturing materials, these dual measuring cups will not be available all across the country immediately, but certainly will be in the not too distant future. But we don't have to worry too much because the changeover to the metric system will take about five years anyway.

Scotch Broth Mix

Lawry's Foods of Canada have produced a Scotch Broth Mix that makes a real down-to-earth flavourful soup. It is quickly prepared by adding the contents of one of the two 2 ¾ oz. packets of dried ingredients in the box to three cups of boiling water and simmering for 15 minutes. Of course it contains lots of barley, as well as carrots, potatoes, celery and seasonings. It makes an excellent base ingredient for chili and also for a meatball dish. It is in coast-to-coast distribution and sells for about 43 cents.

Technology Alters Nutrition

Several soil pesticides have been found to significantly improve the carotene (pro-vitamin "A") content of various vegetables — this is pointed out by W. A. Gartner in Food Technology published in Australia. On the other hand, there is some evidence that the acidity of tomatoes has declined since new varieties suited to mechanical harvesting have been developed. Such decline in acidity is frequently accompanied by a decline in ascorbic acid content of the tomatoes.

Beer and Wine for the Aged

Dr. Thomas B. Turner, of Johns Hopkins University School of Medicine, wrote in the Journal of the A.M.A. about the controlled studies of the use of beer and wine. A group of 20 patients were given one or two glasses of wine daily and a similar group were given grape juice. After three weeks the groups switched their beverages. In both groups, but especially in the wine group, there was a marked increase in social interaction. This is important because aged patients tend to sit alone and not communicate with anyone. In another study 34 senile men were given a bottle of beer daily and tender loving care. The result

was those restrained in jackets dropped from 26 to 4 and the number of ambulatory patients rose from 7 to 25. This was substantiated by the results of another study of elderly men given a daily bottle of beer. They became more alert, friendly and communicative, but these characteristics quickly deteriorated when the beer ration was stopped.

Frozen Pie Baking

Frozen pies will have a soggy, underdone bottom crust if package directions are not followed. The manufacturers of frozen pies usually recommend baking them on an aluminum cookie sheet. This helps to conduct heat to the bottom crust for better browning.

Borden's New Hot Chocolate

In 1950 Borden's developed a Hot Chocolate. Recently they have made available a companion product — an instant Hot Chocolate containing marshmallows that makes a delectable hot drink. All you do is empty the contents of one packet into a cup, add hot water and stir. There are ten packets in a box which retails for about 75 cents. In addition to the hot chocolate mix, the cardboard box has very useful household conversion tables printed on the inside in both English and French — these make a future handy reference for metric measures.

Floor and Furniture Care

Late last year S. C. Johnson and Son brought on the market a remarkable one-step floor care product "Mop Magic". It cleans and shines as you damp mop hardwood or linoleum floors. It is available in two sizes — a 16 oz. at 88 cents and a 32 oz. at \$1.69. About the same time, their "Regard" was introduced. This revitalizes and preserves wood surfaces, paneling, cabinets, doors and woodwork. Also it effectively removes such household soils as heating fumes, finger marks, and smudges, crayon marks and other oil-based soils. Both "Mop Magic" and "Regard" are available nationally.

Welcome New Members

New Members — November 1973

British Columbia

- Miss Sandra J. Gargett, #6, 2104 —
West 37th Ave., Vancouver 13 —
Teacher
- Mrs. Elfrieded L. Juri, 1130 Cortell St.,
North Vancouver — Teacher
- Mrs. M. Geraldine Kuster, B.C.
Hydro, 820 Pandora Ave., Victoria
— HEIB
- Miss Dorothy E. Lorimer, 731 West 53
Ave., Vancouver — Teacher (1973
Graduate)
- Miss Helen B. Takach, 1307 West 50th
Ave., Vancouver 14 — Teacher
(Reactivated)
- Miss Patricia S. Towstyka, #104, 1150
West 12th Ave., Vancouver —
Teacher

Alberta

- Miss M. Jane Carlyle, Box 38, Cardston
— Extension Home Economist
- Mrs. Sharon R. V. Pisesky, 7212 - 96B
Ave., Edmonton, Sessional Lecturer,
University of Alberta

Saskatchewan

- Mrs. Betty Ann Deobald, 404 - 109 St.,
Saskatoon (1973 Graduate)
- Miss Mary Louise Heberlee, Box 362,
Eastend — Teacher

ONTARIO

- Mrs. M. Kathryn Biondi, 360 Sandys
St., Apt. 106, Chatham — Extension
(1973 Graduate)

Miss Beth M. Christie, Home Service
Dept., The Provincial Gas Company,
15 Church St., St. Catharines —
HEIB (1973 Graduate)

Mrs. Betty M. Cole, 33 Rosehill Ave.,
Apt. 2005, Toronto — Teacher
(Associate)

Mrs. Paulette Corbeil-Couture, 15 - 392
Miller Ave., Ottawa — Student
(1973 Graduate)

Miss Susan P. Donnan, 205 Willard
Ave., Toronto (1973 Graduate)

Miss Joanie P. Eberle, Union Gas, 109
Commissioners Rd. W., London —
HEIB (1973 Graduate)

Ms. Sandra M. Fraser, 701 - 810 Edge-
worth Ave., Ottawa — Teacher
(Reactivated)

Mrs. Nancy E. Gordon, 2 - 226 Glad-
stone, Ottawa — Teacher (Associate)

Miss Jennifer K. Heck, 803 - 565
Avenue Rd., Toronto — HEIB

Mrs. Huguette Lanthier, 136B Bruyere,
Ottawa — Lab Assistant (1973
Graduate)

Miss Myrna S. Lantz, 207 - 36
Herkimer St., Hamilton — HEIB
(1973 Graduate)

Miss Kate Ann Wahl, 33 - 45 Benjamin
St., Belleville — Extension

Miss Jean M. Whitty, R.R. 3, St.
Catharines — Head Dietitian
(Associate)

Quebec

- Mrs. Brenda D. Paskaruk, 722 - 130
De La Barre, Longueuil — Teacher
- Miss Anna M. Protheroe, 3463 Ste.

Famille St., Montreal — HEIB
(1973 Graduate)

Mrs. Beverly Rue, 1058 Forant,
Longueuil — Teacher

New Brunswick

Miss Vicki A. Livingston, 63 Queen
St., P.O. Box 782, Sussex —
Extension (1973 Graduate)

Nova Scotia

Mrs. Raymond Jefferson, 33 Chestnut
Ave., Wolfville — Homemaker
(Reactivated)

Mrs. Dorothy M. MacDonald, 32
Fairview St., Sydney — Teacher

Miss Patricia L. Morrison, 164 Gray
St., Sydney — Teacher
(1973 Graduate)

Newfoundland

Mrs. Jill Whitaker, Box 5, R.R. 1,
Portugal Cove — Homemaker
(Reactivated)

Outside Canada

Mrs. Lousia Wong, 67 Beacon Hill Rd.,
5/F, A-1, Kowloon, Hongkong 6

New Members — December 1973

British Columbia

Miss Sheila M. Hunter, Apt. 315, 112 -
4th Ave. N., Williams Lake —

Teacher (1973 Graduate)

Ontario

Miss Marion L. Potter, 77 Botfield
Ave., Islington M9B 4E3
(1973 Graduate)

Nova Scotia

Miss Deborah M. Burbine, 53 Wood-
land Ave., Dartmouth — Instructor,
Food Service Supervisor
(1973 Graduate)

New Member — January 1974

Manitoba

Mrs. Louise C. MacGregor, Manitoba
Hydro, Box 815, Winnipeg — Home
Service Supervisor (Reinstated)

Ontario

Miss Sharon M. Henderson, R.R. 1,
St. George — Extension
(1973 Graduate)

Mrs. Brendalyn J. Young, 841 N.
Harold St., Thunder Bay F —
Dietary Assistant (Associate
Member) (1973 Graduate)

Nova Scotia

Miss Suzanne C. Swinden, National
Sea Products, P.O. Box 910,
Lunenburg (1973 Graduate)

A.C.H.E.S. CONVENTION

Marnie Foster
University of Guelph

It is now several months since the Association of Canadian Home Economics Students Convention was held at the University of Guelph. Looking back from this perspective of time, what were the highlights of the convention? Have the events had an impact on the thirteen universities represented from across Canada?

When planning the convention, it was felt that this would be a crucial event in the history of the association. A.C.H.E.S. has existed for several years, yet relatively little of substance had been accomplished. On the basis of responses from A.C.H.E.S. clubs across Canada, it was apparent that serious questioning about the value of the association was taking place. If A.C.H.E.S. was to survive, it was felt that a revitalization and/or a change formulated in very concrete terms had to be made. Hence, the theme "New Directions" was selected.

In keeping with the theme, the keynote speaker was Dr. Marjery King, Executive Director of the Canadian Council on Children and Youth. Because of the response to her address at the November, 1972 meeting of Deans and Directors of University Home Economics Programmes in Canada, we felt that Dr. King would be a valuable speaker. Her discussion of the various types of leadership, of the teamwork approach and of possible directions the association could take were most stimulating. The ideas of becoming issue-oriented and of using an interdisciplinary approach to problems sparked interesting discussion.

The same day, we had an opportunity to view, in action, the interdisciplinary approach of which Dr. King had spoken. We went to McMaster Medical Centre in Hamilton, because it was both a good example of how many facets of Home Economics are linked together and a demonstration of how an established profession (medicine) had attempted to update and to redirect itself in view of new technology and societal demands. We had a tour of the spectacular building and saw the family health clinics, the playroom and the food services. In an attempt to provide total patient care, professionals from several fields work as a team. It was particularly enlightening to talk with professionals from various teams about how they personally had gained from the new team approach and about what they viewed as its successes and shortcomings.

The following day, presentations of the student clubs at Guelph's College of Family and Consumer Studies and of current research conducted at several universities across Canada were given. A continuing theme of the need for teamwork was present throughout many of the talks.

A couple of very interesting areas were discussed as a result of the presentations. First of all, the feasibility of exchange programmes was of interest. A Guelph student

who had conducted graduate research in Ghana and a Ghanaian studying in Guelph discussed the problems and rewards of international exchanges. The probability that even within Canada often students are not aware of programmes offered outside their own university was raised. A need to inform ourselves about the courses was seen. Because of the opportunities for academic and personal growth derived from meeting and working with people of different backgrounds, the value of both undergraduate and graduate exchange was recognized.

Although the presentations offered were very interesting, it was felt that a more efficient means of informing each other about current research could be found. The time spent at the convention might be more valuably spent discussing broader issues and developing policy than hearing about specific research which may not even always be of immediate interest to all individuals in attendance.

An example of a broader issue discussed was the presentation on student apathy conducted by students from Ryerson Polytechnical Institute. Apathy was seen as resulting from a lack of interest, from a fear of responsibility and/or from a fear of losing independence. The Ryerson students felt that people would be attracted to an organization if it were personally rewarding, if it provided an opportunity for socialization, or if it had power. Based on these ideas, it was recommended that A.C.H.E.S. should consider exchange trips and regional conferences, establishment of guidelines for delegate selection and responsibilities, development of an operating budget and establishment of a communication committee to look after a newsletter.

Throughout the convention, social gatherings provided both fun and valuable opportunities to discuss the days happenings. At a wine and cheese reception the first evening, the objectives of the next three days were outlined and the delegates had an opportunity to meet each other as well as President Winegard, Dean Wardlaw, Dr. King and College Chairmen.

The informal discussions which occurred the following night at the Coffee House were probably the most valuable in learning about each other's ideas and reactions to events that had taken place to that time. Lively discussion revolved about the purpose of A.C.H.E.S., whether it served any need, and whether or not it was a viable organization.

Two opportunities were given to meet other University of Guelph students. Potluck suppers were held at the homes of several Guelph students. One evening we held an Oktoberfest Pub which was open to the university. A really lively German band contributed to a super evening. The delegates had a chance to mingle with other students and to enjoy some of the ethnic influences of this area of Canada.

Based on discussions of the previous three days, several important decisions were made at the business meeting. The most crucial motion of the meeting dealt with the future of A.C.H.E.S. After serious thought, it was decided that A.C.H.E.S. does fulfill a useful purpose and that it should not be dissolved. Instead, it was agreed that A.C.H.E.S. request student membership in C.H.E.A. By becoming more closely affiliated with C.H.E.A., it was felt that A.C.H.E.S. could improve communication. The *C.H.E. Journal* and *C.H.E. Newsletter* would be more widely used for student research and information. As student members we would be eligible to present and to vote on issues of concern of C.H.E.A. Conventions. By involving students more in C.H.E.A., it would strengthen the organization. Hopefully, as a result, professional



Organizers of A.C.H.E.S. Students' Conference. From left, Lucille Bryk, Marnie Foster, Laurie Ball, Shannon Doherty, Joan Dewar, Jane Cunningham and Pat Davison.



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membership within C.H.E.A. would eventually increase. It was also felt that if students were to seek membership in C.H.E.A., student representation on the C.H.E.A. Task Force examining and redefining C.H.E.A. would be desirable.

To improve communication and course awareness, each university is to send a newsletter once a semester to each of the other universities involved in A.C.H.E.S. These will include current events, research and course outlines.

In an effort to increase continuity, A.C.H.E.S. representatives are to be chosen once a year and will be responsible for A.C.H.E.S. activities and communications throughout that year. In this way, it is hoped to make A.C.H.E.S. an active programme not just a convention held once a year.

Looking back, from the moods and good-byes after the closing banquet, from the thank-you letters and newsletters received by the Guelph Convention Committee, and from the responses of professional visitors and professors on the quality of the students' presentations, contributions and ideas, the convention can be termed a success. However, success will be realized not by this convention alone, but by future work, unity and directions of A.C.H.E.S. Greater student participation at C.H.E.A. conventions and issue oriented conventions such as around the problems of pensioners are but two suggestions for the future. The enthusiasm has been created; let us continue throughout the year and next fall in Ottawa to concretely realize the ideas generated.



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BOOKS

**LET'S COOK IT RIGHT,
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Adelle Davis

Adelle Davis has probably made more people aware of nutrition than any other author. Her talent lies in her ability to make nutrition, that boring subject, into an interesting topic. It's unfortunate that more nutritionists can't do likewise. In fact, Adelle seems to almost mesmerize her audience with her knowledge of nutritional theories. Even for the trained person, it is difficult to separate fact from fiction as she presents theory after theory. After a while, you almost believe her. On closer examination you will see that many of her theories are outdated, incorrect and unsubstantiated.

Adelle Davis attacks the lack of nutritional knowledge in doctors, a fact that is becoming more and more apparent, but then she bases her books on the work done by these same doctors. But she doesn't stop there. She goes on to diagnose and prescribe for various ailments, from arthritis, to mental disorders, to cancer.

Her books contain many discrepancies. There are few references for the many studies she mentions. Those she does give show how outdated they are. Her information on cholesterol came from work done in the 40s or 50s with some in the early 60s. We know that the major work on cholesterol has been completed only in the last few years. "Authorities *now* agree" she says, but *now* is 1956. Checking back, we find that many of the studies she quotes were not scientifically controlled, or Adelle herself has reached a different conclusion than the scientists involved in the study. Sometimes she doesn't tell us the complete story. Of course an animal will die if only given enriched bread, but this doesn't mean that enriched bread is poison. That same animal will die if only fed her stone ground bread, or if kept on a diet of just about any single food, instead of a diet that is balanced with several different foods. Adelle presumes that if a nutrient works a certain way in animals, then it must work that way in humans. This isn't necessarily true, as anyone that has studied the Vitamin E question will tell you. Human requirements can't be compared with animal requirements. Even different species of animals react differently.

Adelle recommends huge amounts of vitamin and mineral supplements, ignoring the fact that many of these can be toxic. Excess Vitamin A and D are definitely toxic. Excess water soluble vitamins can strain the excretory organs. Large amounts of torula yeast can precipitate gout. Never once does she give us proof as to why fertilized eggs are superior, what enzymes and hormones are destroyed during pasteurization, why inorganic fertilizer is superior. Her statements are sprinkled

with the words "probably, possibly, often, sometimes, seems, appears," not very definite words for solutions to all our problems.

Adelle Davis may be interesting, but she isn't accurate or truthful. Recommended for the professional who may have to refute some of her claims.

Joan M. Winfield
Home Economics Consultant
Toronto

BASIC PATTERN — THE MAGIC TOOL

Williams, Helen W.,
Iowa State University Press, Ames, Iowa.

This instruction book provides a comprehensive view of methods of measuring, selecting correct pattern size, figure adjustments, making and fitting the basic muslin pattern, as well as using the basic pattern to assure proper fit of any commercial pattern.

The author advised using the frame measurement to select the correct pattern size. This measurement is taken around the body under the arms and above the full part of the bust. Mrs. Williams believes the key to perfect fit is to use the frame measurement to choose a basic pattern from which a muslin pattern is made and adjusted precisely to personal measurements. The muslin pattern is then used to determine the necessary alterations on commercial patterns.

The information and illustrations on taking measurements, and comparing personal measurements with pattern measurements are clearly outlined. A helpful reference chart is included to indicate the amounts of ease required for different parts of the figure.

The author uses an unconventional approach to many of the alterations, putting very little emphasis on grain lines. The majority of the alterations involve enlarging which is often required when one uses the frame measurement to select her pattern size. The author's discussion of the need for various alterations could be more explicit and some of the instructions are vague. The diagrams are quite clear and are conveniently arranged opposite the written instructions, but occasionally they do not correspond with the instructions. The section regarding comparison of the basic muslin with various design features in commercial patterns might be of use to the experienced dressmaker.

Although the contents are very comprehensive, the author falls short on adequate information on fitting and altering pants. It would be highly beneficial if this topic was dealt with more thoroughly since today pants are as much a part of the wardrobe as dresses.

According to the introduction this book was written for any woman who sews; however, it would be more useful to the reader if she had some background knowledge of fitting and pattern alteration. It could be best used by a clothing instructor.

Nancy Simpson, Clothing Section,
Home Economics Branch,
Ontario Ministry of Agriculture and Food

ART AND FASHION IN CLOTHING SELECTION

by Harriet T. McJimsey,
Iowa State University Press,
1973, 284 pages.

This new title from the recently retired Professor McJimsey of Iowa State is actually a second edition of her well-known 1963 book, "Art in Clothing Selection", (itself initially appearing in 1956 as simply "Clothing Selection"). This evaluation of a basic "how-to" format by, first, an infusion of art principles, and then of the fashion implications of current social change, is a mirror of the changes in emphasis that have been occurring in the clothing areas of Home Economics programmes. In current curricula, tidy sets of rules about planning wardrobes and combining colours are totally anachronistic, and have been swept aside (where they even existed) by the present concern with the significant role that dress has been playing in the dramatic social change of our era. This role has been creatively explored by many authors, notably Moira Johnston, Marilyn Horn, James Laver, even Marshall McLuhan. The updating of this book is an attempt to acknowledge such changes and restore relevance, and in this the author has been only partly successful.

The most notable change is the inclusion of two new sections, one a review of cultural and sociological developments occurring today and the relationship of clothing to them, right up to the youth culture and Women's Liberation. The other is a straightforward description of the fashion industry, mainly Paris and New York, with brief sketches of fashion 'greats'. Both are quite limited in scope and are dealt with more effectively in other sources; however both are at least accurate and well organized, and serve to extend the scope of the book as an introductory text.

Gone, happily, are the earlier chapters on wardrobe plans, purchasing tips, and rules about personal appearance and even deportment! There remains a lot of emphasis on the selection of clothing in relation to one's figure, and one's personality — the Yin and Yang syndrome. Some of this material has practical utility, and possibly young people today are more eager for such information than they appear to be. Yet are not newspapers and magazines more satisfactory vehicles for such material, where at least currency can be maintained?

The book's main strengths were and still are in the chapters on design theory and colour, which are thorough yet concise, and less vulnerable to dating or personal bias.

The art work has been mostly updated and is adequate, but the amount is skimpy, and the few photographs used are of inferior quality.

This book now has considerable breadth, but lacks depth in a number of areas. It works hard but does not sparkle. It has obviously been prepared for use as a general introductory text, but I think that the need to rely on such an aid, (even a superior one, which this is not) might be questioned today, when there is available such a wealth of timely and exciting material on clothing from a great range of sources.

January 8, 1974.

*Betty Ann Crosbie
Faculty of Food Sciences
University of Toronto*



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AN EVALUATION OF THE USE OF RECIPE BOOKLETS TO PROMOTE BEEF¹

by

Michael E. Stiles, Sheila C. McFadyen²

and Lorraine E. Nielsen

Foods and Nutrition

School of Household Economics

The University of Alberta

Edmonton, Alberta T6G 2E2

Abstract

Recipe booklets were used by the Alberta Cattle Commission to promote beef in 1971. Beef recipe booklets were distributed to householders interviewed in a 1971 beef attitude study. A sample of 277 of these householders was interviewed in 1972 to determine the use of these booklets and additional information about recipe sources and usage. Of these, 181 reported receiving booklets, but only 74 (41%) of these respondents had tried recipes from the booklets. However, 70% of the respondents indicated that their families enjoyed trying new meat recipes. *Between socio-economic group and between city* differences were noted in preferred sources of recipe information. The most used source of recipes was cookbooks, followed by magazines, friends and newspapers. In Vancouver there was much higher usage of newspaper recipes than in either Calgary or Edmonton. Booklets were considered a relatively poor method of promoting beef.

Introduction

Recipe booklets and leaflets are frequently used to promote foods in the

retail market place, and represent considerable advertising expenditure by food companies and agricultural commodity groups. The effectiveness of these materials for the promotion of foods does not appear to be documented in the technical foods literature. In 1971, in conjunction with a beef attitude study (McFadyen, 1972), a set of 4 recipe booklets³ was offered to respondents in Calgary, Edmonton and Vancouver. At the same time, the booklets were distributed throughout Alberta, through retail meat outlets. The 8-page booklets (4½ x 5 inches) on glossy paper had a cover colour photograph, and featured recipes for roasts and steaks, casseroles, meat loaf, and barbecuing.

Methods

In the summer of 1972, selected households from a 1971 beef attitude survey were re-surveyed to determine the use of the recipe booklets. The questionnaire used in the recipe booklet survey is shown in Table 1.

Sampling for the recipe booklet evaluation study was based on the 1971 survey (McFadyen, 1972) which was

designed to include consumers from low, medium and high socioeconomic groups, based on studies by Ossenberg (1967), Kupfer (1967) and Bell (1965) for Calgary, Edmonton and Vancouver, respectively. Sample areas showing a high response frequency in the 1971 survey were preferentially selected and randomly sampled in this study.

Sampling was designed to give approximately 100 respondents in each city, with socioeconomic groups equally represented. The interviews were conducted in the respondent's home by two experienced interviewers, trained to conduct this study.

The data were examined for *between city* and *between socioeconomic group* differences. For the socioeconomic group analysis, respondents were reclassified into socioeconomic groups, according to the method used in a beef attitude study (McFadyen, 1972), as shown in Table 2.

Results

The survey of the beef recipe booklet usage in 1972 included 277 of the 1469 households surveyed in 1971. The distribution of the respondents between cities and socioeconomic groups (re-classified) is shown in Table 3. The largest group within each city was the medium socioeconomic group, but in Vancouver the low socioeconomic group was also large, in fact, almost equivalent in size to the medium socioeconomic group.

Of these 277 interviews, 181 reported receiving the recipe booklets. The 96 respondents who reported that they did not receive the booklets were primarily new residents at that address; others had refused the booklets in the previous year, or someone else in the household had completed the survey, or there was no knowledge of having received the booklets.

Calculations based on the 181 respondents who reported receiving the booklets indicated that 41% had tried recipes in the booklets. The greatest usage was by the medium socioeconomic group: 54% of this group recorded using the recipe booklets, compared to 37% and 30% for the low and high socioeconomic groups, respectively. The frequency of recipe booklet usage was calculated as 36% for Edmonton, 45% for Vancouver and 49% for Calgary respondents.

The distribution of the 181 respondents between those whose families enjoyed trying new recipes and those whose families did not enjoy trying new recipes, is shown in Table 4. Of the 107 respondents who did not use the booklets, 42 (40%) indicated that their families did not enjoy trying new recipes. The remaining 65 respondents (60%) indicated that although their families did enjoy trying new recipes, they had not used the booklets.

Of the 74 (41%) respondents who had tried the recipes, 70 rated them as "good" in their response to question 3 of the survey. However, only 19 out of these 74 answered question 4 which asked respondents to specify recipes used and enjoyed.

The preferred recipe sources for the total sample of 277 respondents are shown by *socioeconomic group* and by *city*, in Tables 5 and 6. A large percentage of the low socioeconomic group indicated that they did not use recipes, while the medium and high socioeconomic groups recorded relatively low percentages of respondents who did not use recipes. Cookbooks were the principal source of recipes preferred by all socioeconomic groups, their use increasing with higher socioeconomic level. Magazines were the second major source

of recipes, being used by 20% of all respondents, their use also increasing with higher socioeconomic level. Radio and TV represented an unimportant source of recipes for the respondents in this study.

The distribution of recipe source preferences shown in Table 6 was similar for Calgary and Edmonton, but differed markedly for the Vancouver respondents. This difference resulted from the large percentage of Vancouver respondents not using recipes, as well as the large percentage using newspaper recipes. In Vancouver, the use of cookbooks and newspaper recipes was almost equal. The increase in the use of newspaper recipes in Vancouver was observed for all socioeconomic groups.

Discussion and Conclusions

Of the 181 respondents in this study who recorded receiving the recipe booklets, 70% indicated that they liked using new meat recipes, yet only 41% of these respondents reported actually using the recipe booklets. This observation is in agreement with the finding of the U.S.D.A. study by Weidenhamer, Knott and Sherman (1969), that the majority of respondents expressed an interest in new recipes, but that only 30% of the respondents had actually tried a new meat recipe in the 3 months prior to the study. They also noted that the respondents trying new recipes were generally the younger respondents with higher levels of education and income.

For the recipe booklets distributed with this study, their use was greatest by the medium, less by the low and least by the high socioeconomic group.

Cookbooks were the main source of recipes for all socioeconomic groups, particularly for the high socioeconomic group. Cookbooks were followed by magazines, friends and newspapers in

declining order of importance as sources of recipes. In Vancouver, however, newspapers represented the second most important source of recipes, and compared closely with the importance of cookbooks. Although the importance of newspapers generally appeared to be associated with the low and medium socioeconomic groups, the increased use of newspapers by all socioeconomic groups in Vancouver indicated that this was not a socioeconomic effect alone. The difference might be attributable to the regular food features in the Vancouver daily newspapers, compared to the Calgary and Edmonton newspapers, which have only occasional food columns featuring recipes.

From this study it was apparent that the consumers most likely to use the recipe booklets were those in the medium socioeconomic group. However, the results indicate that there was only limited usage of these recipe booklets, and suggest either that alternate sources of recipes were preferred or that booklets of this type have limited value for promoting beef.

The results of this study suggest four possible approaches to promotion through recipe information:

(i) a quality cookbook of beef recipes, especially intended for medium and high socioeconomic groups, in which the factors influencing consumer acceptance of beef (McFadyen and Stiles, 1972) are fully applied;

(ii) supplying recipe information to food editors of newspapers carrying regular food features with recipes;

(iii) supplying recipe information to magazines;

(iv) studying methods of communicating recipe information to low socioeconomic consumers, with special emphasis on economy and acceptance.

While recipe promotion of foods might have considerable potential, it appears that further study is necessary to achieve the greatest benefit.

Acknowledgements

The valued assistance of Janine Cunningham and Mary Ann Olson with the data collection is gratefully acknowledged.

Table 1. School of Household Economics, Beef Recipe Follow-up Survey.

1. Did you, or someone in this household, complete one of these "Beef Attitude Surveys" last summer?

Yes____ No____

2. Did you receive one or more of these recipe booklets at that time or from some other source?

Yes____ No____

If NO, offer respondent a set of the recipe booklets and proceed to Question 6.

3. Which of the statements on these cards best describes your reaction to these recipes after trying them?

- too complicated _____
- too many ingredients _____
- not new _____
- good _____
- haven't tried any yet _____

4. Which recipe did you enjoy most? _____
least? _____

5. Does your family enjoy trying new meat dishes?

Yes____ No____

6. Where do you get most of the new recipes which you try?

- A cookbooks _____
- B radio/TV _____
- C newspapers _____
- D magazines _____
- E friends _____
- F don't use recipes _____
- G other _____

Table 2. Classification of socioeconomic groups

Socioeconomic Group	Income	Occupation	Education
Low	\$ 7,000	— Unskilled — Unemployed — Retired	— No technical, vocational, or apprenticeship training
Medium	\$ 7,000 - \$ 9,999	— Skilled — Retired	— Completed technical, vocational, or apprenticeship training
High	\$10,000	— Professional — Management — Retired	— No specifications

Table 3. Distribution of re-classified respondents by city and socioeconomic group.

City	Socioeconomic group			Total
	Low	Medium	High	
	Number of respondents			
Calgary	22	51	18	91
Edmonton	26	47	24	97
Vancouver	35	40	14	89
Total	83	138	56	277

Table 4. Recipe booklet usage by respondents whose families enjoy or do not enjoy trying new recipes.

	Number of respondents who:		Total
	Tried recipes from booklets	Did not try recipes from booklets	
Families Who:			
Enjoy trying new recipes	61	65	126
Do not enjoy trying new recipes	13	42	55
Total	74	107	181

Table 5. Preferred sources of recipes for the 277 respondents by socioeconomic group (percent).

Source	Socioeconomic group			Total
	Low	Medium	High	
	Percentage of respondents			
Do not use recipes	24	6	4	11
Cookbooks	26	38	46	37
Magazines	17	20	25	20
Friends	6	19	14	14
Newspapers	12	13	4	11
Radio/TV	4	0	2	1
Other	11	4	5	6
Number of Respondents	83	138	56	

Table 6. Preferred sources of recipes for the 277 respondents by city (percent).

Source	City			Total
	Calgary	Edmonton	Vancouver	
Percentage of respondents				
Do not use recipes	3	7	22	11
Cookbooks	40	42	27	37
Magazines	22	28	10	20
Friends	19	14	10	14
Newspapers	7	2	25	11
Radio/TV	1	2	1	1
Other	9	5	5	6
Number of respondents	91	97	89	

footnotes:

1. Supported by funds from the Alberta Cattle Commission and the Alberta Agricultural Research Trust grant no. 28136.
2. Present address: Marketing Division, Alberta Department of Agriculture, Edmonton.
3. Sponsored by the Canadian Cattlemen's Association, the Alberta Cattle Commission and the Ontario Beef Improvement Association.

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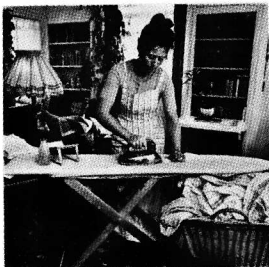
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